Presentation Anne Verdoes

Flowerbulbs from **Europe** make the United States Bloom

February 2024 – January 2027

Royal Anthos

125 years

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Flowerbulbs from **Europe** make the United States Bloom

Royal Anthos is the Dutch trade association of traders in flower bulbs and nursery stock products. These companies represent more than 85% of the world trade in flower bulbs and are responsible for more than 80% of the total export of bulbs to the U.S

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- The worldwide flower bulb market had a value of $1.201 Million in 2021. In 2021, the total value of the US flower bulb market amounted to $191 million, of which 84% ($160 million) came from the EU, making it the largest export market for Europe.

- As a result of the COVID-19 pandemic participation rates of US consumers in flower bulb activities saw a large increase in 2021.

- Reports on post-pandemic flower bulb export values have shown a downward trend compared to 2020 and 2021. This is in line with earlier predictions. As a result, the time is now to mitigate the negative effects of the post-pandemic drop-off.

    1. Stabilize and strengthen the flower bulb awareness levels amongst US consumers.
    2. Turn ‘flower bulb aware consumers’ into ‘flower bulb educated’ consumers to strengthen current and prospects within the US flower bulb market.
    3. Stabilize and increase total flower bulb export value by € 2.9 million by early 2026.

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- Of the exported flower bulbs, about 50% is sold to professional flower producers in the U.S. that commercially plant the flower bulbs in their nurseries to produce **bulb flowers** for the local market.

- The other 50% is sold to end consumers, through retailers. Consumers use the **flower bulbs for plantings** in their gardens.

- Promoting flower bulbs to end consumers provides a unique opportunity to both promote the sale of flower bulbs and the flowers that come from them; thereby also promoting the bulb flower market that uses European flower bulbs, further increasing the sale of European flower bulbs in the U.S. When promoting flower bulbs, the seasonal aspect of the product is very important to emphasize.

- Most species of flower bulbs can for instance only be planted in the spring and the fall. Therefore, the emphasis of the promotion campaign lies on the spring and fall season, communicating the seasonal aspect of flower bulbs.

Based on this, the general objective is to create a widespread awareness and education for European flower bulbs in the US, building on the current campaign and the short-lived Covid19 uplift, with promotional activities to stabalize and increase the export of European flower bulbs to the US.

The goal of the campaign is to increase the number of households who are aware and / or educated about European Flowerbulbs.

Activities to reach the key objectives have been defined:

1. A media campaign focused on creating awareness about European flower bulbs.
2. A media campaign focused on educating consumers about European flower bulbs.
3. A Tulip day event, creating both awareness and educating consumers about European flower bulbs.

Awareness is to remind the consumer with short and quick messages about the season and the colorful flower bulbs or bulb flowers which are available in that time of the year.

Education is also a reminder about the season and availability, but the information goes much deeper.

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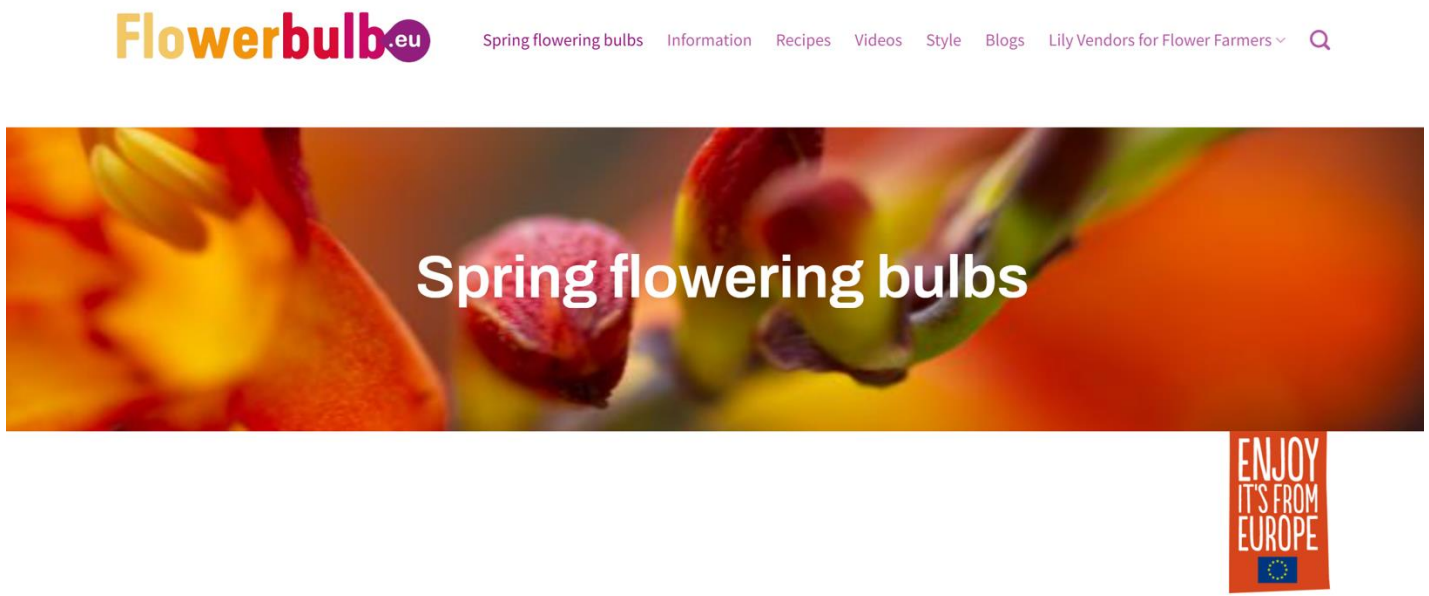
Activities

- Press Releases
- Digital Web Campaign
- Co-production Influencers
- Sample program
- Lily campaign
- Tulip Day



www.flowerbulb.eu

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Press Releases

During the year and seasons press releases are send to relevant press contacts. This has gained a lot of free publicity, over 1,1 billion readers were potentially reached.

Flowerbulbs.eu Announces New Bulb Growing Trends in Containers

NEWS PROVIDED BY
Garden Media Group
Apr 02, 2024, 16:00 ET

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Flowerbulb.eu invites gardeners to transform the summer container gardening experience by incorporating an array of bulbs that bloom all summer

PHILADELPHIA, April 2, 2024 /PRNewswire-PRWeb/ -- Flowerbulb.eu introduces a new approach to the popular "Thriller, Filler, Spiller" design concept by adding bulbs. By planting bulbs in containers, gardeners can elevate designs, adding dimension and "killer" intensity to their displays. With top combinations featuring crocosmia, lilies, gladiolus, and dahlias, this design method promises to redefine summer container gardening.

Fill plant pots with color-complementing summer flowering bulbs for a colorful display. As each variety blooms, consider relocating the containers to various locations, such as a front door or outdoor décor, for visual variation. Once

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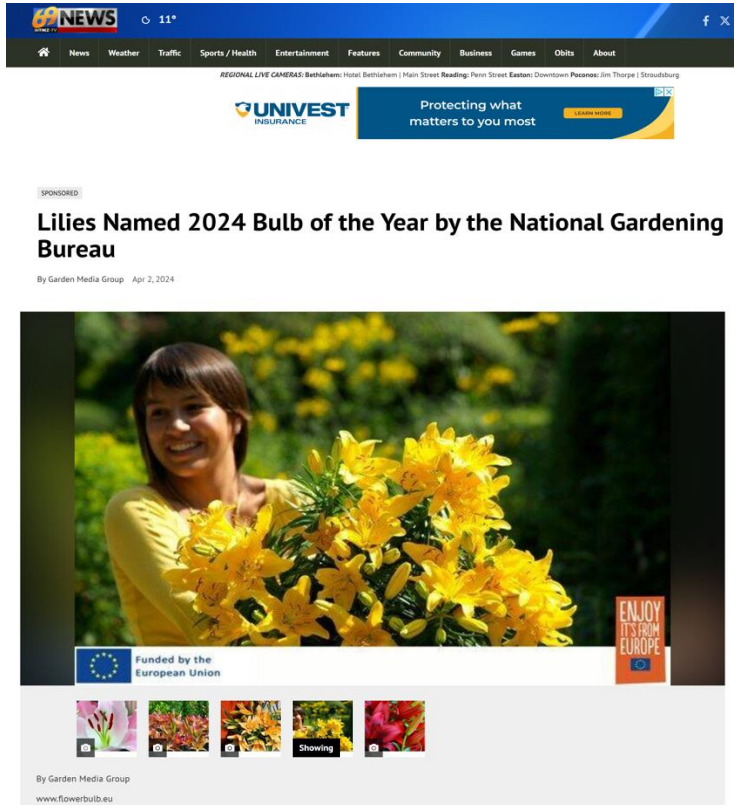
Publications



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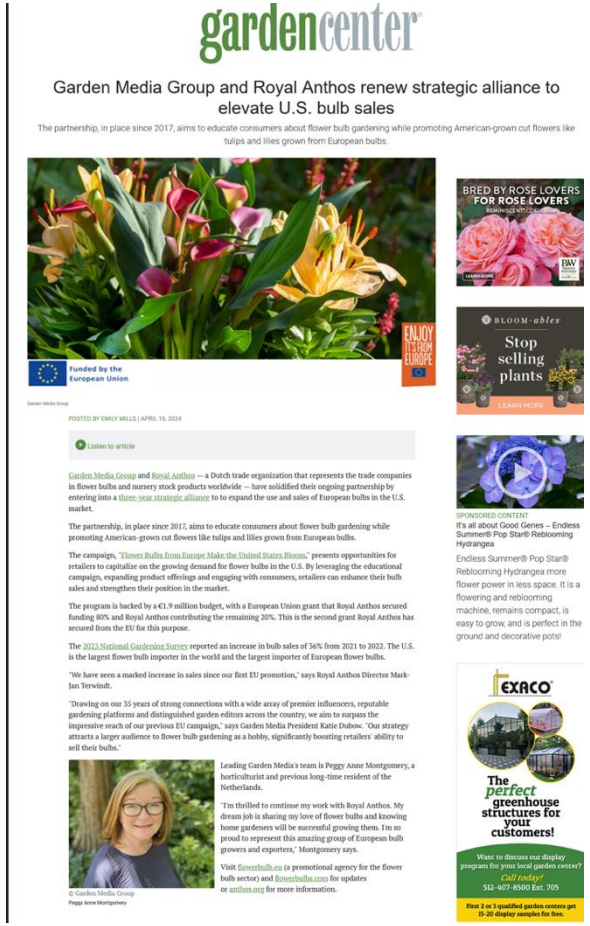
Lilies Named 2024 Bulb of the Year by the National Gardening Bureau

By Garden Media Group Apr 2, 2024

By Garden Media Group

www.flowerbulb.eu



gardencenter

Garden Media Group and Royal Anthos renew strategic alliance to elevate U.S. bulb sales

The partnership, in place since 2017, aims to educate consumers about flower bulb gardening while promoting American-grown cut flowers like tulips and lilies grown from European bulbs.

Garden Media Group

POSTED BY EMILY MILLS | APRIL 16, 2024

Listen to article

Garden Media Group and Royal Anthos — a Dutch trade organization that represents the trade companies in flower bulbs and nursery stock products worldwide — have solidified their ongoing partnership by entering into a three-year strategic alliance to to expand the use and sales of European bulbs in the U.S. market.

The partnership, in place since 2017, aims to educate consumers about flower bulb gardening while promoting American-grown cut flowers like tulips and lilies grown from European bulbs.

The campaign, "Flower Bulbs from Europe Make the United States Bloom," presents opportunities for retailers to capitalize on the growing demand for flower bulbs in the U.S. By leveraging the educational campaign, expanding product offerings and engaging with consumers, retailers can enhance their bulb sales and strengthen their position in the market.

The program is backed by a €1.9 million budget, with a European Union grant that Royal Anthos secured funding 80% and Royal Anthos contributing the remaining 20%. This is the second grant Royal Anthos has secured from the EU for this purpose.

The 2023 National Gardening Survey reported an increase in bulb sales of 36% from 2021 to 2022. The U.S. is the largest flower bulb importer in the world and the largest importer of European flower bulbs.

"We have seen a marked increase in sales since our first EU promotion," says Royal Anthos Director Mark-Jan Terwindt.

"Drawing on our 35 years of strong connections with a wide array of premier influencers, reputable gardening platforms and distinguished garden editors across the country, we aim to surpass the impressive reach of our previous EU campaign," says Garden Media President Katie Dubow. "Our strategy attracts a larger audience to flower bulb gardening as a hobby, significantly boosting retailers' ability to sell their bulbs."

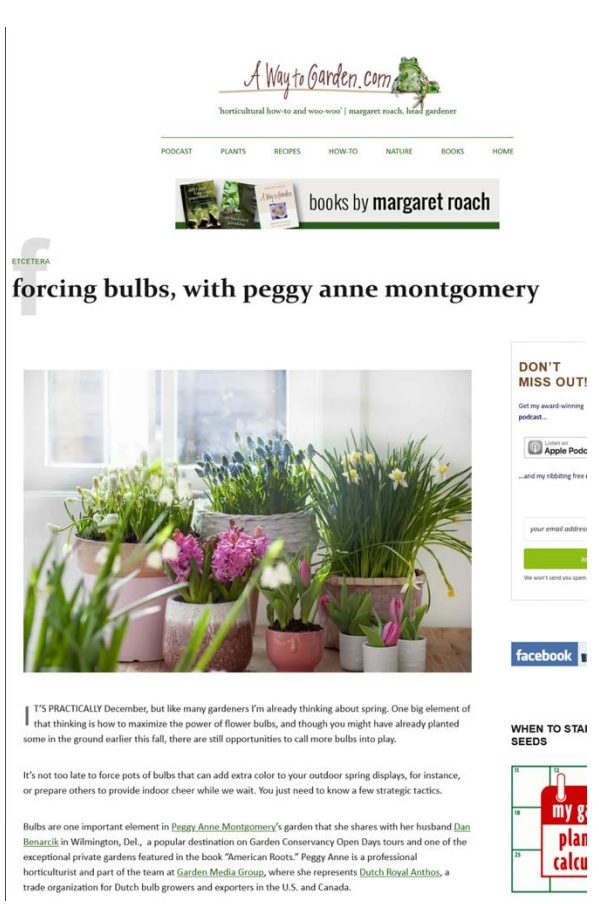
© Garden Media Group

Peggy Anne Montgomery

Leading Garden Media's team is Peggy Anne Montgomery, a horticulturist and previous long-time resident of the Netherlands.

"I'm thrilled to continue my work with Royal Anthos. My dream job is sharing my love of flower bulbs and knowing home gardeners will be successful growing them. I'm so proud to represent this amazing group of European bulb growers and exporters," Montgomery says.

Visit flowerbulb.eu (a promotional agency for the flower bulb sector) and flowerbulbs.com for updates or anthos.org for more information.



A Way to Garden.com

'horticultural how-to and woo-woo' | margaret roach, head gardener

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ETCETERA

forcing bulbs, with peggy anne montgomery

IT'S PRACTICALLY December, but like many gardeners I'm already thinking about spring. One big element of that thinking is how to maximize the power of flower bulbs, and though you might have already planted some in the ground earlier this fall, there are still opportunities to call more bulbs into play.

It's not too late to force pots of bulbs that can add extra color to your outdoor spring displays, for instance, or prepare others to provide indoor cheer while we wait. You just need to know a few strategic tactics.

Bulbs are one important element in Peggy Anne Montgomery's garden that she shares with her husband Dan Benarcik in Wilmington, Del., a popular destination on Garden Conservancy Open Days tours and one of the exceptional private gardens featured in the book "American Roots." Peggy Anne is a professional horticulturist and part of the team at Garden Media Group, where she represents Dutch Royal Anthos, a trade organization for Dutch bulb growers and exporters in the U.S. and Canada.

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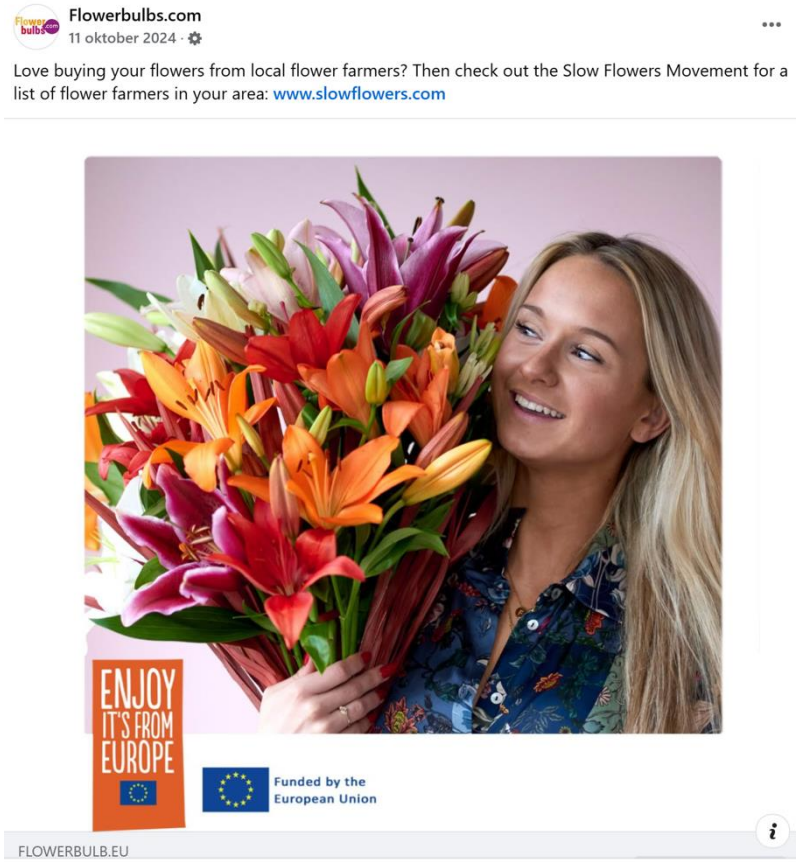
Digital Web Campaign

Online Web posts during the year/season, reached over 25 million consumers



Doubly Dazzling:
Lily Bulb of the Year Shines Twice in a Radiant Spotlight

The National Garden Bureau and Flowerbulbs.com have declared Lilies as the bulb of the year, solidifying these blossoms' status as the height of horticultural excellence. Introducing lilies into the garden is a surefire way to elevate its

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Digital Web Campaign

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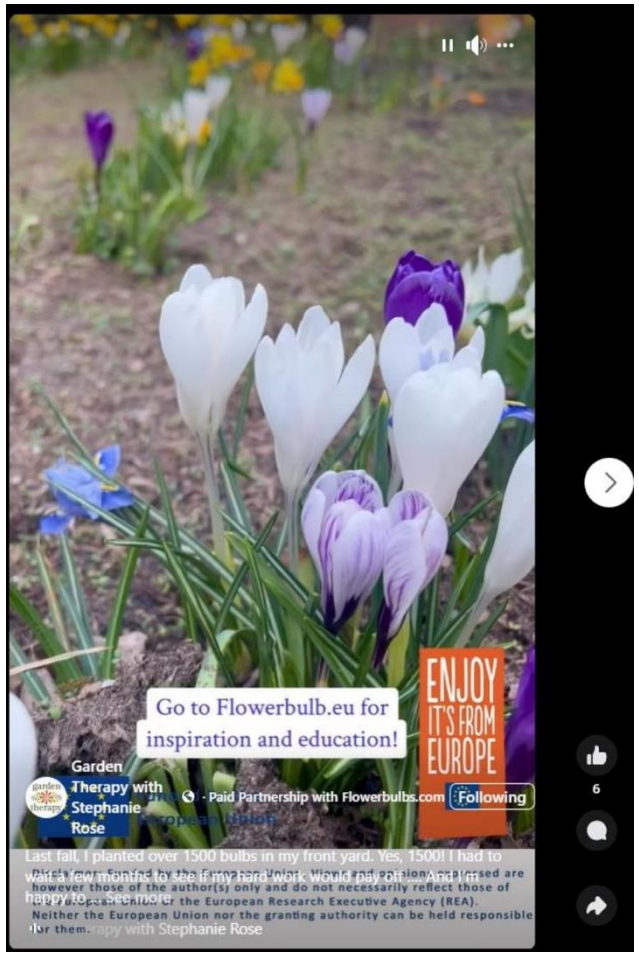
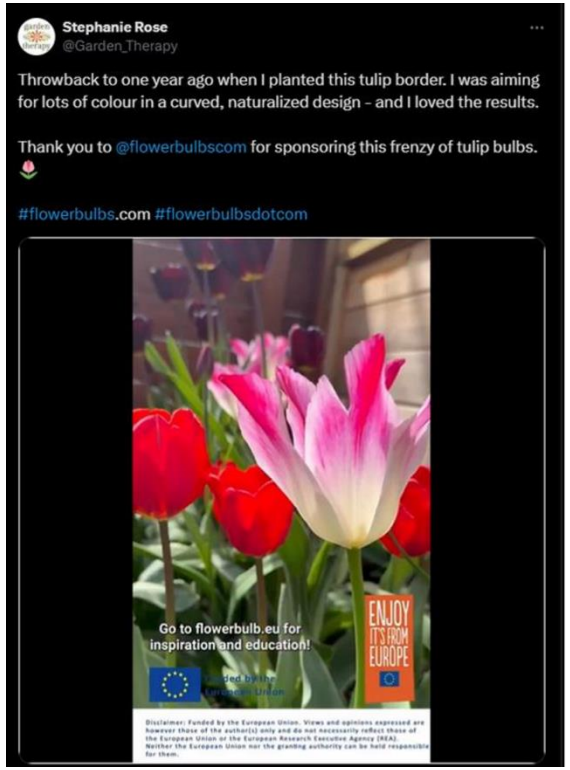
Co-production influencers

These are mostly garden or flower experts with a lot of followers, total reach is around 5 million.



Co-production influencers



Tulips bring so much joy!

More Helpful Tips for Growing Tulips

- The Unknown World of Tulips: Types of Tulips to Grow in Your Garden
- How to Plant Perennial Tulips for Spring Colour Year After Year
- Tantalizing Tulips: Embrace the Joy of Growing Annual Tulips
- Design and Plant a Front Yard Bulb Garden and Lawn
- Beyond Tulips: 12 Extraordinary Spring Flowering Bulbs to Plant in Fall

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Lily campaign

Stimulate the local production of flowers at small farms (picking gardens, involvement with florists and event managers).

To produce and buy local is a big hit!

Workshop together with platform Slow Flowers in English, Spanish and Hmong (Vietnamese).

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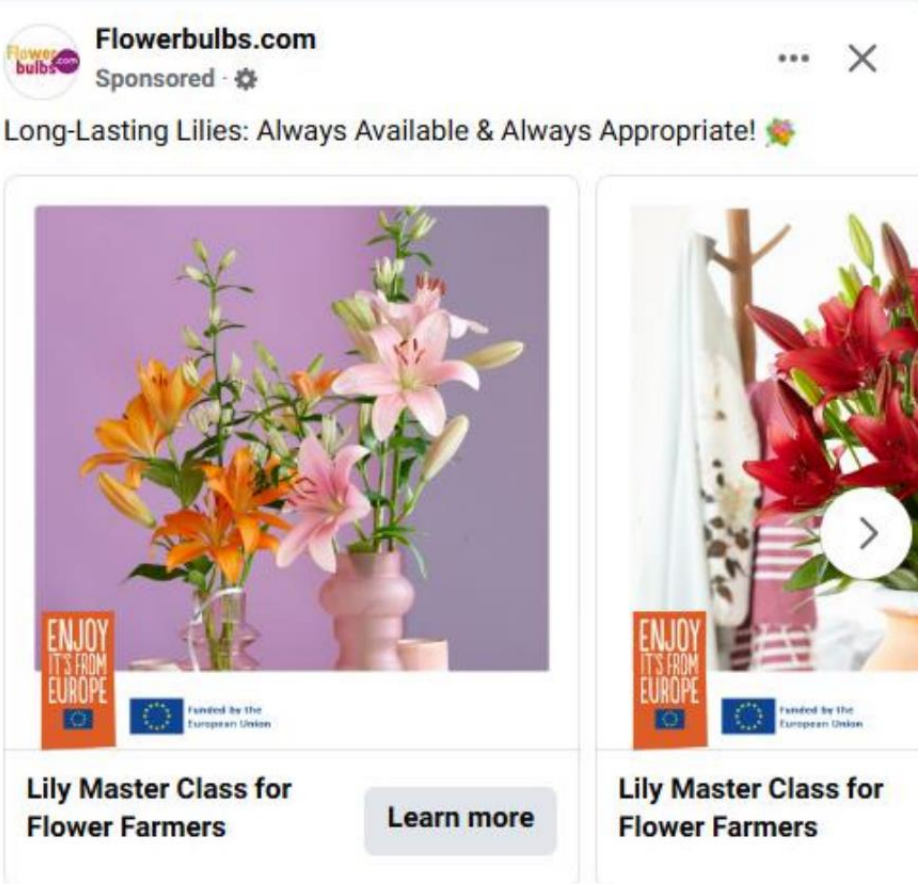
Lily campaign



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Tulip Day New York City

Big event in the middle of Manhattan, with 200.000 tulips and 23.000 visitors to pick their own bunch of tulips. Lot of media attention and education about the tulips.

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Tulip Day New York City

- Stations Reached: 235 (National, Regional and Local)

Local news (Bloomberg Terminal, Muck Rack, Moody's / Newsedge, Naviga, MenaFn, Crunchbase), **Major networks**: PIX11, PBS/NPR, FOX, NBC, CBS, CNN, NY1, NY POST, New York Times, TimeOut, 1010 NEWS. TV, Online, Newspaper, and Radio, **Regional and national news** PBS/NPR, FOX, NBC, CBS, CNN, The U.S. Sun and **National publications**: Better Homes and Garden, The U.S. Sun, Tag24 TV, Online and Radio.

- Influencers Reached and Engaged: 50+

- Total Media Impressions: 1.241.522.337

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Questions?



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